

**Amendments to the Specification:**

Please replace the Summary of the Invention with the following amended paragraphs:

**[0007]** The present invention is embodied in a golf club head having a forward striking face that incorporates an engineered texture configured to enhance its contact with a golf ball. The engineered texture includes a recessed surface and a prescribed pattern of discrete, geometric shapes projecting forward from the recessed surface, wherein the geometric shapes are spaced apart from each other by at least 0.1 mm and each geometric shape has a volume of less than 0.0007 mm<sup>3</sup>. The depth of each geometric shape, i.e., distance measured from recessed surface, is at least 0.012 mm. The engineered texture enhances the performance of the golf club head upon striking a golf ball, providing one or more of the following benefits: an increased backspin, a lower launch angle, and a higher ball speed, as compared to a golf club head having a forward striking face lacking such an engineered texture. The present invention is embodied in a golf club head having a forward striking face that comprises a substantially planar recessed surface and a plurality of discrete, solid geometric shapes projecting forward from the recessed surface. Each of the geometric shapes has a volume of less than 0.0007 mm<sup>3</sup>. The distance along the recessed surface between adjacent shapes is at least 0.1 mm. The total volume of the geometric shapes contained within a square reference region measuring 2.5 mm by 2.5 mm is less than 0.05 mm<sup>3</sup>.

**[0008]** Preferably, the geometric shapes are identical in size and shape across the forward striking face. The geometric shapes preferably are square or diamond, although other geometric shapes also can be created. The total volume of the geometric shapes, measured over a reference region in the forward striking surface having a size of 2.5 mm by 2.5 mm, preferably is less than 0.05 mm<sup>3</sup>, more preferably is less than 0.03 mm<sup>3</sup>, and most preferably is less than 0.0002 mm<sup>3</sup>. In addition, this total volume preferably is less than 25%, and more preferably less than 15%, of a volume over an equivalent portion of a golf club striking face lacking such an engineered texture.

**[0009]** In an optional feature of the invention, the engineered texture can include a prescribed pattern of a first plurality of geometric shapes and a second plurality of geometric shapes. The first plurality of shapes preferably are positioned adjacent to the second plurality of shapes.

**[0010]** The invention also resides in a method of manufacturing a golf club face plate of the kind described above. Preferred methods include chemical etching, precision micro saw-cutting, and laser cutting. Grooves forming a scoreline pattern can be provided on the striking surface, as well.

**[0011]** In forming a complete golf club head, the golf club face plate can be integrally formed with a body of the club head, or it can be separately formed as a face plate that is attached to the body. The invention can be advantageously used in a wood-type head (loft angle less than about 15°), a utility-type club head (loft angle less than about 25°) or an iron-type club head (loft angle at least about 18°). The invention provides particular advantages for a wedge-type club head (loft angle greater than about 45°).

**[0012]** For purposes of summarizing the invention and the advantages achieved over the prior art, certain advantages of the invention have been described. Of course, it is to be understood that all such advantages might not be achieved by any one particular embodiment of the invention. Those skilled in the art will recognize that the invention can be embodied or carried out in a manner that achieves or optimizes one advantage, or group of advantages, as taught herein, without necessarily achieving other advantages taught or suggested herein.

**[0013]** All of these embodiments are intended to be within the scope of the invention herein disclosed. These and other embodiments of the present invention will become readily apparent to those skilled in the art from the following detailed description of the preferred embodiments, having reference to the attached illustrative figures. The invention is not limited to any particular preferred embodiment(s) disclosed.